

IN THE CLAIMS

Claims 1-26 (Canceled).

27. (Currently Amended). A system comprising:

a receiver to receive a contiguous block of a content data stream with an information segment and a plurality of advertisements, said information segment having at least one ad entry, said ad entry having a field in the form of an interruption point specifier to indicate a point based on the passage of time, within said contiguous block of content data stream to interrupt the play of said content data stream and to insert an advertisement in said content data stream for play prior to the resumption of the play of the content data stream;

a cache, coupled to said receiver, to store said content data stream with said information segment and said plurality of advertisements: ~~and~~

an interface, in said receiver, to identify a content data stream location and an advertisement, out of said plurality of advertisements, to insert in said location, said interface to identify, based on data from the interruption point specifier, said location while said content data stream is still stored in said cache; ₂

wherein said interface to utilize the information segment having a plurality of fields, one field comprising said interruption point specifier, another field selected from the group consisting of a maximum interruption length specifier, a resume indicator, a permitted ad type specifier, a prohibited ad type specifier, and an ad lock; and

wherein said resume indicator to indicate if a user can override the insertion of an advertisement.

28. (Previously Presented). The system of claim 27 wherein said interface to utilize a content identifier to associate said information segment with said content data stream.

29. (Canceled).

30. (Previously Presented). The system of claim 29 wherein said ad entry includes said plurality of fields, said interface to use data from said fields to control the relationship between the content data stream and said plurality of advertisements.

31. (Previously Presented). The system of claim 27 wherein said cache stores an electronic programming guide having a program identifier and an associated info segment, said electronic programming guide to enable locating the info segment corresponding to a selected program.

32. (Previously Presented). The system of claim 27 wherein said system is a television receiver.

33. (Previously Presented). The system of claim 27 wherein said system is connected to a presentation device through a wireless connection.

Claims 34-36 (Canceled).

37. (Canceled).

38. (Previously Presented). The system of claim 3727 wherein said system detects the activation of a button on a remote control unit to override the insertion of an advertisement.

Claims 39-40 (Canceled).

41. (Currently Amended). A method comprising:
receiving a television transmission including a contiguous block of content with an information segment, said information segment to indicate if a user can override insertion of an advertisement; and

inserting an advertisement into a contiguous block of a content data stream based on the passage of time.

42. (Previously Presented). The method of claim 41 including storing said content data stream and a plurality of advertisements in a cache.

43. (Previously Presented). The method of claim 42 including, based on the passage of time, identifying a location to interrupt the play of content to insert an advertisement.

44. (Previously Presented). The method of claim 41 including measuring the passage of time from the start of the play of said content data stream.

45. (Previously Presented). The method of claim 41 including measuring the passage of time to the last advertisement played.

46. (New). A system comprising:

a receiver to receive a contiguous block of a content data stream with an information segment and a plurality of advertisements, said information segment having at least one ad entry, said ad entry having a field in the form of an interruption point specifier to indicate a point based on the passage of time, within said contiguous block of content data stream to interrupt the play of said content data stream and to insert an advertisement in said content data stream for play prior to the resumption of the play of the content data stream;

a cache, coupled to said receiver, to store said content data stream with said information segment and said plurality of advertisements; and

an interface in said receiver, to identify a content data stream location and an advertisement, out of said plurality of advertisements, to insert in said location, said interface to identify, based on data from the information point specifier, said location while said content data stream is still stored in said cache, said interface to determine if said information segment includes information to enable a user to override the insertion of an advertisement.

47. (New). The system of claim 46 wherein said system detects the activation of a button on a remote control unit to override the insertion of an advertisement.